

**Listing of the Claims:**

1-57. (Canceled)

58. (Previously Presented) A method of forming an image-bearing coating on a surface, wherein the method comprises:

removing a non-transferable portion of a heat transfer material from a transferable portion of said heat transfer material, wherein the non-transferable portion of the heat transfer material comprises a substrate layer and a release coating layer, and wherein the transferable portion of the heat transfer material comprises a peelable film layer overlying said release coating layer and an opaque crosslinked polymer layer overlying said peelable film layer;

placing the peelable film layer on the surface with the opaque crosslinked polymer layer exposed; and

applying heat and pressure to the exposed opaque crosslinked polymer layer, thereby causing said peelable film layer to melt and flow.

59-65. (Canceled)

66. (Previously Presented) The method of claim 58, wherein the peelable film layer is selected from polyolefins; copolymers of olefin; vinyl acetate monomers; acrylic acid monomers; methacrylic acid monomers; acrylic esters; styrenes; polyamides; polyesters; polyurethanes; or combinations thereof.

67. (Previously Presented) The method of claim 58, wherein the release coating layer is selected from silicone-containing polymers; acrylic polymers; polyvinylacetates; polystyrenes; polyvinyl alcohols; polyurethanes; polyvinylchlorides; ethylene-vinylacetate copolymers; acrylic copolymers; vinyl chloride-acrylics; vinylacetate acrylics, or mixtures thereof.

68. (Previously Presented) The method of claim 58, wherein the release coating layer includes an additive selected from processing aids, release agents, pigments, deglossing agents, antifoam agents, rheology control agents, or mixtures thereof.

69. (Previously Presented) The method of claim 58, wherein the substrate layer comprises a cellulosic nonwoven web.

70. (Previously Presented) The method of claim 58, wherein the substrate layer comprises a polymeric film.

71. (Previously Presented) The heat transfer material of claim 58, wherein the opaque crosslinked polymer layer includes a crosslinkable binder, a crosslinking agent and an opacifying pigment.

72. (Previously Presented) The method of claim 71, wherein the crosslinking agent is a polyfunctional aziridine crosslinking agent.